

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. IX.

NEW YORK, OCTOBER 11, 1893.

NO. 15.

Figures won't lie—if they are true.

65,545 Daily.

75,250 Sunday.

76,450 Weekly.

These figures are true. They represent the actual average number of complete copies of **The San Francisco Examiner** sold and delivered to subscribers and readers of each Daily, each Sunday and each Weekly issue in August last, and August is less than an average month.

Over four-fifths of this circulation is delivered by carrier to the homes of subscribers.

Your Advertising? Are you in THE EXAMINER? If not, why not?

W. R. HEARST, Proprietor.

W. J. RITCHIE, Eastern Agent, 186 World Building, New York.

1400 Papers

The reason the Atlantic Coast Lists papers reach more country buyers in the New England, Middle and Atlantic Slope States than any other combination of papers is because there is no other combination of papers which **can** reach so many country buyers. One order, one electrotpe does the business.

ATLANTIC COAST LISTS, 134 Leonard Street, New York.

½c. a Line a Paper

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. IX.

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ADVERTISING A DEPARTMENT STORE.

By Charles Austin Bates.

Most stores have an advertising appropriation—as a matter of form. It is set up as a mark, and the advertising man sees now close he can come to it. It is so with the store I know most about.*

This store has 43 departments, does about one million dollars' worth of business per annum and the year before I took charge of its advertising spent \$25,000 for publicity—real and alleged. I was engaged for a double purpose. I was to cut down the expenditure to \$12,000, and at the same time increase the volume of business. I arranged my contracts accordingly.

The population of the city is 135,000, and we also desired to reach small towns within a radius of 50 miles. In the city are four English and two German daily papers. One of the English papers is a phenomenon. It justly claims the largest circulation, in proportion to the population of the city of publication, of any daily in the United States. The other afternoon paper is an unknown quantity. The two morning papers seem to be about on an equality, and both are strong on Sundays and weak on week-days, though the circulation of daily and Sunday is claimed to be about the same.

Of the two German dailies one is fairly good—the other of no practical value.

There are numerous weekly papers

of uncertain circulation and influence.

I cut my \$12,000 in two, in the middle, and put one-half into the leading paper. I allowed about \$1,000 for each of the morning dailies and \$900 for 36 country papers. About \$500 was distributed among the lesser afternoon paper, the German dailies and the weeklies. The balance of the appropriation was to pay salaries in advertising department and for miscellaneous printing, leaving a small sum for emergencies. The plan outlined was in the main carried out. The advertising expenditure

was cut down, and the business increased 20 to 25 per cent. in the face of hard times and bank failures. The reasons are not far away. In the first place, we had the goods—goods that were bought right and marked to sell. The house was the largest in town, and had that prestige which comes from age and success. After I took the advertising in hand there never was an intentional mis statement as to the quality or value

of the goods, and this fact was impressed on people's minds in the ads themselves. It was not long till we heard of it and felt the good influence. Occasionally we would take something poor, or damaged, or out of style, and say so plainly. If it didn't sell the stuff, it increased our reputation for truth and veracity.

I used a sort of improved (?) Wana-maker style. The town wasn't a Philadelphia, by any manner of means, and was so used to the sand-bag style that, what Wolstan Dixey calls, "an advertising bouquet" was a little above their



CHARLES AUSTIN BATES.

* New York Store, Indianapolis.

heads. I indulged in a few flowers, occasionally, but generally gave them a straight-from-the-shoulder talk, following it up with items. I believe in one or two items from several departments, rather than in several items from one or two departments. The effect on the whole business is better. Of course, circumstances alter cases, and if one particular department is lagging behind it must have help. I used advertising like medicine, giving it where it seemed most needed. When a certain line is booming it doesn't need a tonic.

Almost every stock in the house was sensitive to advertising. Those which seemed to respond quickest and strongest, in the order named, were house furnishings, prints, ladies' hosiery and underwear, men's furnishings and shoes. Embroidery, laces, linens and cottons felt the effect of a little pushing very quickly also.

The responses in the house furnishing department brought joy to my soul. In six months the average business increased 30 or 40 per cent. As the direct result of advertising a certain "sale" the department was crowded to overflowing and in two days about \$800 worth of goods was sold, out of which \$90 worth was of the items advertised, and on which the actual net loss was \$9. The rest was sold at regular prices at a good profit. Ordinarily the sales of those two days would have been \$350 to \$400. (Does it pay to advertise?).

It is a good plan to go pretty fully into the description of an article. The nearer you come to making

people see it the better. Not a technical description, mind you. Avoid technicalities as you would a pestilence. There are people—and pretty smart people, too—who don't know what a "full regular made stocking" is, and who don't know the "quarter" of a shoe from the quarter-deck of an ocean steamer. Suppose you advertise a "five-inch glass nappie." It doesn't tell a reader anything—a woman especially. She can't tell how big five inches are, anyway; but just say, "large imitation

The New York Store. The New York Store

(Established in 1853.)

(Established in 1858.)

Our nets are set for bargains. Big and little, they all have our attention. This time it is a big deal in Men's Shirts. D. P. Erwin & Co. had a fire. Some things were burnt up, some slightly scorched, some smoked; others were only wet. The prices follow:

At 5c a good working Shirt, slightly burned.

At 10c dark blue Shirts, plain and polka dot, scorched a little.

At 15c, Blue Gingham Shirts, not fire damaged, only wet, otherwise perfect.

At 20c, Dark Blue Shirts, plain and polka dot, damage scarcely noticeable.

At 25c, good Blue Gingham Shirts, yoke back, full length, all sizes, damaged by water only.

At 35c, good Blue and Gray Outing Flannel Shirts, plaited front, extra length, damaged by water only.

At 50c, a lot of fine Sateen Outing Shirts, black and white stripes, yoke back, collar band, two pockets and full size. A thoroughly first class dollar Shirt.

They smell a little smoky—that's all.

Here's a special bargain for Thursday.

A Common Sense Oxford that is now marked \$1.50, will be sold for 80c. It is bright Dongola Kid, medium heel, a comfortable, good looking shoe. There is also an Oxford of the same grade with Picadilly Toe and patent leather tip which we will sell

at the same price just to make things pleasant.

The Chocolate Goat low cut Blucher at \$1.69 is a stylish, pretty shoe for the money. It has good, solid stock in it and will wear like iron.

Light and Dark Russia Tan, high cut, Edison tie with scalloped inlaid Trimming, fits perfectly and sells on sight for \$2.25.

We have a full line of Canvas Oxfords in white, black, blue, tan, drab and white with Tan Trimmings, \$1.25, \$1.35 and \$2.

All that are left of those 40-inch Embroidered India Linen Flouncings will be sold at 95c a suit of 4½ yards. They come in black and color and are actually worth, to-day, \$2.25 a suit.

Choice of our entire stock of Black Jackets for \$15.

Choice of all the Black Jackets under \$15, at regular prices, for \$8.

Laundered Shirt Waists at 98c.

A special value is a tan colored cloth Etonj Suit for \$5, regular price \$7.

A few more left of those \$5, \$6 and \$7 Jackets at \$3 each.

FETTS DRY GOODS CO.

This advertisement crowded the Men's Furnishing Department.

cut glass fruit saucers at 30 cents a dozen," and get your packers ready.

If cloth is gray diagonal, with a small, self-colored spot in it, say so; don't call it "Jacquard suiting," or some other name which means nothing in particular. It all sums up into this:

Make your advertisements plain—you can't make them too plain. Make them honest and make them read honestly. Make the reader believe that the store methods are as open as the day. Take him into your confidence, and tell him how you came to have such-and-such at so low a price—tell him "why."

Be consistent. Don't say in an ad to-day, "We never carry anything over," and to-morrow, or in a week or a month, "Here are a few high novelties carried over from last fall; they must go to make room for new things." (I saw these identical words in the advertisements of a dry-goods store lately, and not a week apart).

Be earnest. People are not going to believe you are running an eleemosynary establishment. No store that I know of is particularly desirable as a health resort. People know that you advertise to get their trade, and that there's a profit in it. What our Jewish friends call "Sunday talk" won't convince them of the contrary. Don't say you are selling at a loss unless you are, and then give some plausible reason for it. If you've got a good thing, don't be afraid to say so as if you meant it. Put ginger in it. Big type isn't necessary. Put it into the words, just as you would if you had your listener by the button-hole. But with all this:

Be pleasant. Throw in a little joke—a light and piquant sentence or saying occasionally, just to liven things up a bit, in the same way that a few spots of color do a window-dress of white goods.

A great deal about advertising is uncertain, but *some* things I *know*. I know them so well that I wonder how anybody ever doubted them. One thing is that the highest-priced paper is likely to be the cheapest. Another is that advertising in dull seasons and on "off days" pays, and pays big.

In the store I speak of, I inaugurated the system of using a large amount of space in the Monday evening paper. It made Tuesday one of the best days in the week. A big ad on Thursday afternoon had the same

effect on Friday, to a less appreciable extent. Saturday and Monday were, and are, the big days. Advertising is the only medicine for sick business, and it gives immediate relief if it is taken properly. I believe it will make business, on any day in any year in any civilized community.

The system of checking and keeping track of advertising we employed was this: Three copies of each ad were obtained. One was placed on file to be measured and checked, another was dissected and each item pasted on a separate sheet of paper and taken to its particular department, where every one interested read and signed it, after which it came back to the advertising room. Another set of slips was made with the third copy of the ad, and after the day on which the items were on sale the result was noted on each slip, including the sales of the item itself, the department sales, and the sales of the corresponding day of the previous year. Thus almost a certainty as to which ad brought the business was assured.

In department store advertising, I do not believe in paying for big type or white space, except on some exceptional occasions. The ad is usually big enough to command attention in spite of all the ad man can do to hold it within the limits of his appropriation. It should have a distinct character and keep it always. I think the best make-up is to use a nonpareil border, not too heavy, nor yet too light. Let it run all around the ad, and possibly substitute it for column rules. Then use great primer old style for the heading and the opening talk, and solid pica a la Wanamaker for the body, dropping into nonpareil when space-saving demands it. The Wanamaker style of setting the name is about the proper thing, with such modifications as circumstances dictate.

ADVERTISING IN SEATTLE.

Letter to the Christian Advocate.

The Hotel Ranier, Seattle, is so elevated that, standing in its door and looking down toward Puget Sound, we saw between the water and the hotel, the roofs of hundreds of houses, churches and blocks. They have an amusing way of advertising on the roofs of the buildings and tops of market wagons, as they are more easily seen than upon the sides. On a roof directly beneath us we saw, "Read the Press," and a handsome white cart rolled by, on the top of which we read, "Creamery Butter and Fresh Vegetables." The hills are so steep that when we drove up from the boat the two large horses had to tack from side to side.

STORE MANAGEMENT.

By Frank S. Conroy.

"If you would be successful, continue the spirit of your advertisement in dealing with the public who answer it."

That is an advertiser's proverb, with which I was impressed a few days ago by a visit to one of the best known houses and one of the largest advertisers in New York City. It brings to mind the fact there is not a newspaper in this broad land in which the public is spoken to more directly and forcibly than in the advertising columns, and where greater liberties with the public are taken by the advertisers in their daily talks than the editor would dare. The English language seems to be but a weak medium in their attempt to describe how great is the interest they take in the public welfare. That paternal or brotherly spirit which prompts them to offer to any one, who will call at their stores, goods "at cost" and often "way below cost," is to be seen in five out of ten advertisements. Do most of them carry out this love for the people when the people answer their summons?

Hardly.

Yet in some cases, where the advertiser is not so lavish in the use of those adjectives which express the tenderest of feelings, he does, and of this character of advertiser I wish to speak, and of the success that has been made by one in dealing with the public in the spirit shown in his announcements.

It was with a desire to learn how this art was mastered that a visit was made to Lord & Taylor's dry goods establishment, on Broadway; for it must be acknowledged that to infuse a small army of employees, such as the house has, with the ideas of the head of the firm and drill them is a lesson which would prove valuable when learned.

"The greatest offense one of our employees can commit, and for which he will be dismissed quicker than for anything else, is discourtesy to a customer," replied a member of the firm, when asked what method he employed to impress the ideas of the house upon a saleswoman or salesman. He produced a small, neatly printed, bound book, vest-pocket size, which contained the rules of the house, rules for time-keeping and rules for sales of all kinds. One-fourth of the twenty-four pages was devoted exclusively to rules for

"Behavior towards Customers," and from the prominence given to these rules it could be seen how the firm valued that part of its salesmen's labors.

This set of rules began with instructions how employees should treat each other, urging them to be modest, obliging, helpful and courteous; toward the check boys, to be gentle and kind, but to insist upon promptness. Toward the employers, they should show a loyal spirit and consider themselves in duty bound to further their interests in all proper and lawful ways. Stress is laid on what follows: Toward customers of the house the employee shall be *more* than reasonably obliging, invariably polite and attentive, whether the customers be agreeable or disagreeable, fair or unfair, considerate or exacting, without any regard to their class or condition, except perhaps he be more obliging and serviceable to the humble and the ignorant.

The more the clerk forgets himself and represses his individuality, the more acceptable he will prove to the customer and the better he will be as a salesman. The highest duty is to be agreeable to all. This rule, it is said, is explained at length, because it is so rarely fully performed, and because the full performance of it will tend to confirm public good-will toward the house, and will enlarge the salesman's opportunity to sell goods.

Clerks are cautioned not to notice any slight, any impertinence or injury, but to show the art of being agreeable under all circumstances. A breach of this duty may be pardonable, but it is not justifiable. As to his conduct when not engaged, the salesman is told not to go gadding about, but to remain at his station and not congregate or gossip in the presence of customers, above all things.

Rapidity of service, and serving every one in turn invariably, are little bits of wisdom which all purchasers will appreciate if followed. The least of the rules in this catechism of business sense applies more directly, perhaps, to the subject in hand than any other, and shows how closely in accord the conduct of employees should be with the spirit of the advertisement of the house, which lured the customer to his counter. It also shows how delicate is the task, for, during the first few moments with a stranger, an impression is made not only of the salesman but of the house, which often determines whether she

buys or not, and also whether she becomes a customer or by her words drives others away. Indifference on the part of a clerk is detected by a patron before she shows it in her face or actions, and the first impression is made before a word is uttered.

The clerk is told by his manual to guess what grade of goods is wanted, at the start, and to guess low, and if not low enough, to quickly correct the error. To show goods that are not wanted is classed as an impertinence, but when the clerk adroitly learns what is wanted exactly, and is quick to take the slightest hint, it is called good generalship.

To change a buyer's choice is considered reprehensible, except to the extent that he use his knowledge of goods to the buyer's advantage, or when she is in doubt or asks his advice. What is considered the greatest blunder a salesman can make, and one that can do more injury to the house than any other, is for him to assume a lofty perch and inform the patron that "we do not keep so low a grade of goods."

To show goods freely to all comers is another law which is insisted upon. To make no misrepresentations in an endeavor to sell, and to make no promises which cannot be carried out to the letter, are also strict rules.

This is the substance of the little manual, which might as properly be called a "Book of Etiquette," for the clerk who masters and follows its teachings will have gone through a school of politeness which will fit him for a position at court or as a diplomat. That these rules are followed is evidenced on all sides. Instead of the air of self-repressiveness, almost abject in its strictness, which one might expect to find after reading the book, there is an air of cheerfulness and freedom which is contagious. This, after all, is really not so surprising when one considers that the advertising of Lord & Taylor is not extravagant in its claims for patronage nor is it effusive in expressing its feelings for the public; but, withal, that spirit of cordiality and friendship is extended, which you really feel is carried out by the employees when you enter the store.

Is not a great problem solved in this little book, and do not some big advertisers believe that it would be well to follow this firm's example and establish classes in which self-repression and politeness will be taught?

SOME COMICAL ERRORS IN ADVERTISING.

Compiled by "Jonah."

It is said that a Long Island newspaper contained a hotel advertisement which read: "Special drawing-room for ladies thirty-five feet wide," and that the innkeeper found it impossible to procure boarders who could exactly fill the bill.

This was no worse than the notice in an English newspaper of "a grand piano for sale, suitable for a young lady with mahogany legs," nor the Irish lord who advertised for a valet who could "shave him while asleep."

The way in which some local advertisers set the laws of grammar at defiance is highly amusing. I remember reading in a Pennsylvania paper, last year, the following unique announcement: "Girl wanted to mind baby about fourteen years old." Proportionately, we should expect the required nurse to be at least a centenarian.

Messrs. Koster & Bial, at the opening of their new music hall in New York City, displayed some very oddly worded posters on the fences and hoardings of the city. One was to this effect:

CARMENCITA,
THE FAMOUS SPANISH DANCER.
Change of Features Every Week.

We were fully aware of this young lady's versatility as a dancer, but had no idea that her countenance possessed the mobility indicated in the advertisement.

The *Boots & Shoes Weekly* recently published an advertisement in display type. We guess what it meant, but this is how it read:

CORK SOLES FOR MEN AND BOYS WITH FLEXIBLE BOTTOMS.

A comma could be used here to advantage, or, better still, a transposition of the sentence would greatly improve it.

A Philadelphia shoemaker kept the following card in his Chestnut street window for several weeks:

LADIES, WHILE THEY LAST, \$4.

They were certainly cheap at the price, so long as they lasted, but what on earth did the fair Philadelphians

think of being peddled out in this heartless fashion?

It was an Irish musical instrument maker who advertised "My drums cannot be beaten," and, doubtless, he wondered why they didn't sell.

A Brooklyn real estate dealer hung out a card bearing the unattractive information: "House to let in an unapproachable locality," and, of course, nobody ever went to try and find the house.

I once noticed a peculiar sign in a suburb of Manchester, England: "Washing and ironing taken in, also gentlemen lodgers." How much the lodgers were "taken in" for, was not stated, but the card scarcely seemed to be alluring enough to attract any.

A newly married couple in Syracuse, who had just arrived from their honeymoon, inserted an announcement in the local paper to the effect that they would be "at home" on the following Thursday afternoon. To their surprise nobody called, although they had very many acquaintances, and the deeply disappointed husband scanned the advertisement again for the cause, and found it. The fatal change of a single letter made the notice read: "Mr. and Mrs. H., of — street, will be at Rome on Thursday afternoon next." Would-be well-wishers imagined that the happy couple were still traveling, and were about to take in Rome on the day named.

Frequently it happens that even a correct advertisement may have its original meaning misconstrued, as instance the case of the man who walked into a store bearing the sign: "Families supplied," and inquired the price of a wife and three children.

Much amusement can be derived from these comical errors, and, were there space at my disposal, many pages of PRINTERS' INK might be filled with laughable examples similar to the foregoing.

MENIER'S REPARTEE.

From the San Francisco Argonaut.

Paul de Cassagnac sometimes gets the worst of it in his bullying. In the French Chamber of Deputies, not long ago, M. Menier, the great chocolate manufacturer, arose to speak, when M. de Cassagnac, in his usual amiable and gentlemanly fashion, began to bellow: "Chocolate! Chocolate!" M. Menier bore the interruptions for a time, but at length turned and shouted that if Cassagnac would pay him the bill his uncle owed him for chocolate for twenty years, he could sell "chocolate" as long as he pleased. The Chamber roared and the fire-eating deputy subsided.

PLAGIARISM CHARGED.

692 WELLINGTON STREET,
OTTAWA, Sept. 22, 1893.

Editor of PRINTERS' INK:

On page 321 of your issue of the 20th inst. I notice a letter from Mr. James E. Chase of Savannah, modestly calling attention to his musical cigar ad, "all of which is strictly original."

As an ad it is all right, but I think Mr. Chase is open to the charge of plagiarism.

There is a song in one of the old Italian operas (unfortunately I don't know which), the first stanza of which runs something like this:

"Gentle Zitella, whither away?
Love's ritornello list while I play."
"No, I have lingered too long on the road;
Night is advancing; brigands abroad."
Gentle Zitella hath too much fear
Love's ritornello to tarry and hear.

The air to this is a very pretty and catchy one, and it was natural that a parody should be made to fit the air. The parody, the point of which applies, as far as my memory serves me, to the second stanza of the original song, runs as follows, and is supposed to be a eulogy of the merits of a good cigar by a lover of the weed:

"Real Havana, precious cigar,
Gentle as manna, bright as a star.
When thy bright tip any mortal shall see
Thou art his choice and a smoker is he.
Real Havana, etc." (as a refrain.)

I may be out in a word or two, but the substance is practically as above, and this I remember hearing my father sing over twenty years ago.

Of course, Mr. Chase may have had the same inspiration as the author of the above, but the connection is obviously too close to allow Mr. C.'s statement of its "strict originality" to pass without comment.

Yours truly,
GEORGE A. MACDONALD,
Advertising Manager,
The E. B. Eddy Co.,
Hull, Canada.

THE ADVERTISING SOLICITOR.

"No, I don't consider an advertising solicitor a nuisance," said one of our most progressive and successful manufacturers, the other day. "While there are many different publications that we have to make a selection from, and sometimes advertising salesmen, like others, come at inopportune times and we have to postpone them, I consider that my fortune is founded on placing the merits of my goods before the public, and this would be an impossibility but for the press.

"I am indebted to the development of the publishing business for the development of my own business; hence, advertising men are welcome callers at my office, even if I cannot do business with them all." — *American Grocer.*

A CRITICISM OF PEARLINE ADVERTISING.

From Puck.

It may be all right for the soap man to advertise: "It will all come out in the wash if you use Hinks' soap!" but when a man pays three dollars and a half for a fancy colored shirt, and it comes out of the first wash white, he thinks it is about time a soap was invented that would leave some of it in.

THE POSTMASTER OBJECTED.

From the Inland Printer.

An enterprising printer in Kentucky, seeking advertising in every imaginable way, recently placed upon the envelopes used in his correspondence the legend:

THE POSTMASTER
IS REQUESTED
NOT TO OPEN
THIS ENVELOPE,
BUT TO HAND IT TO

the person addressed. Other advertising matter appeared on the envelope, the odd request on the postmaster being of course merely an attention-attractor. The postmaster in a neighboring Kentucky town took the request grievously to heart, however, and sent the enterprising print the following letter:

—, Ky., July 1, '93.

—, Ky.

MY DEAR SIR—We noticed a letter addressed to this office in one of your envelopes, upon which was an inscription something similar to this (p. m. will please hand to party addressed without breaking open), which I consider an insult. — and myself demand an explanation at once. Yours, etc.

—, P. M.

Explanations followed, and the pacified p. m. and his sensitive assistant now think the enterprising printer has ripe ideas on advertising.

UNPROFESSIONAL ADVERTISING.

From Sunnyside (Undertakers' Organ).

The Smokey Coffin Company, J. H. F. Smokey, proprietor, Natchez, Miss., is doing some very discreditable advertising. In his local paper, among other things, he says:

"We will furnish any sort of funeral service, either plain, fine or costly, for one-fourth of the money you will pay elsewhere. Undertakers know well enough that in the moment of deep grief there is neither time nor inclination to invite competition, and if so inclined they can charge just what they think you are able to pay or will pay, even to the extent of double or treble the ordinary or proper prices.

"For \$12 we will furnish hearse, two carriages, coffin and grave, and give our best attention, just the same as if we were getting a hundred dollars for it. This is the same price the county formerly paid for burying paupers in a cart."

PATENT MEDICINE ADVERTISING THAT SHOCKS A QUIET COMMUNITY.

From an Exchange.

The people of the goodly town of Woodstown, N. J., who were so shocked in February by some gaudy theatrical posters, are now holding up their hands in holy horror at what they call the blasphemy contained on the posters advertising a patent medicine. The picture represents St. Peter looking down at a figure dressed in red with the proverbial tail and hoofs, and saying: "Hello, Satan, did you use Blank oil for burns?"

Two Views.—She: What's your idea of unhappiness?

He (tenderly)—Being away from you. What's yours?

She—An undecided man in a drug store trying to make up his mind among seven different kinds of sarsaparilla.—*Ex.*

EXPRESS COMPANIES AND POST-OFFICE.

From the New York Sun.

In a debate in the House of Commons on the 10th of September, there was something said about the United States which has not received quite as much attention in this country as it deserves.

A government resolution to confirm the vote for the salaries and expenses of the post-office was under consideration. Mr. Henniker-Heaton opposed the proposed increase in the post-office appropriations, amounting to upward of three millions of dollars, and in the course of his remarks referred to the unsatisfactory character of the British postal service at the present time. According to the report in the *London Times*, he went on to say:

"The first complaint to which he would refer was that, although we had a parcel post to New Guinea and the west coast of Africa, we had no such post to the United States. Each government blamed the other in the matter. He had, at the request of the postmaster general, moved for the correspondence on the subject with the United States, and that correspondence was, in his opinion, of a most childish character, and unworthy of our post-office. He would undertake to give a parcel post to the United States in thirty days, and considering that 50 per cent. of our trade was with that country, such a state of things should no longer be tolerated."

Mr. A. Morley, responding in behalf of the government, replied to this part of Mr. Henniker-Heaton's speech in these words:

"With regard to establishing a parcel post between this country and the United States, the honorable member was quite wrong in thinking that there had been any difficulty raised on the part of this country. The post-office had endeavored to bring about an arrangement through the foreign office, but in America there were large corporations and companies which dealt with the carrying of parcels, and these were so strong as to paralyze the action of the United States Government."

We call the attention of the secretary of state and the postmaster-general to this declaration in behalf of the British Government, made on the floor of the House of Commons. Is it true that the post-office department in this country is under the control of the great express companies?

THE LUM SMITH OF OHIO.

"THE AGENTS' HERALD,"
NAPOLÉON, Ohio, Oct. 4, 1893.

Editor of PRINTERS' INK:

Owing to the fact that we have been unable to secure "second-class postage rates," we have been obliged to suspend publication for the present.

We are now endeavoring to arrange the matter with the department at Washington. The trouble was caused by a sleepy p. m., who is jealous of any publication that has a larger circulation than his own.

W. H. KEMMAN & Co.

A Missouri editor says he has a subscriber who gets drunk every little while and invariably insists on paying a year's subscription. He has his paper paid for in advance up to 1926. We wish the editor of that paper would find out what brand of whisky the fellow drinks and send us a few gallons. We will pay him a good price for it, and if it proves what he says will take a barrel.—*Ex.*

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

IF you want a first class newspaper manager or circulator, address "J., " Printers' Ink, N. Y.

WANTED—Small job office in thriving town or city. H. Z. RAYMOND, Tarrytown, N. Y.

50 CENTS buys most complete price list issued for job work. J. H. JOHNSON, Winona, Minn.

ADVERTISING man wanted for high-grade magazine. Commission only. Exclusive privileges given. "X. Y. Z., " Box 149, New York.

ILLUSTRATED features for newspapers. Artistic, attractive, cheap. Send for proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

WANTED—To purchase a newspaper, Republican or independent preferred. State price and terms. Address OLIVER BEATTY, 276 Fourth St., Detroit, Mich.

20,000 CASH order names; all copied from letters received by us since June, 1892. Price, 50c. per 1,000, or lot for \$8.00. WORLD PUB. CO., Passumpsic, Vt.

GOOD AGENTS wanted everywhere for latest office specialty. Sells itself; big pay; great snap. Write us at once. AMERICAN LOCK CRANK CO., Milwaukee, Wis.

CUTS for advertisers. Bright, attractive, cheap. Absolute satisfaction guaranteed. Send for late proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

YOUNG man, experienced reporter and proof-reader, who has also done editorial work, desires permanent position. Address B. D. PORTELL, P. O. Box 208, Brooklyn, N. Y.

ENERGETIC young men, competent to write a news story in original style, solicit advertising, or work on circulation, on a metropolitan newspaper. "METROPOLITAN," Printers' Ink.

WANTED—Situation as business manager or city editor of paper. Can take entire charge. Experienced, reliable, temperate. Ref. present employer. Ad. "M., " Lock Box 36, Nortonville, Kan.

WANTED—Steady situation by a good, reliable, all-around printer and pressman. Western country office preferred. Best of references furnished. Address Box 738, Geneseo, Ill.

NEWSPAPER man wants position on daily. Have had over 4 years' experience reporting in city 20,000. Now have editorial charge of paper in city 8,000. Don't like present place. Address "X., " Printers' Ink.

WANTED—Suggestions for advertising vehicles. Sample advertisements of cutters to occupy from two to four inches, with small cut to attract attention of consumers, not dealers. Address "K., " care Printers' Ink.

ADVERTISING space wanted in all States, in exchange for job presses; five sizes. New, perfect; steel shafts and cut gears. Old printers say it is the best press in the market. Send for circular. "A. A. A., " Box 1521, New York.

EMBOSSING attracts trade. Ideas on every line of the 160 pages (9x12) of "A MIST OF HINTS" that are worth cost of entire book, \$2.00, post-paid. Send for sample page. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

NEWSPAPER managers, do you wish to double your circulation? Give subscribers their photos (cabinet) WITHOUT COST TO YOU OR THEM. Particulars, \$3 (or send stamp for plan to be paid for if adopted). MASON'S AGENCY, Box 195, 38 North Broad St., Philadelphia.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to THE ASSOCIATED INDUSTRIAL PRESS, 918, F St., N. W., Washington, D. C.

I WISH to buy first-class daily or weekly in some large city. Address, with fullest details, "R., " Box 3212, New York.

THEATER PROGRAMMES.

ADVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address ADOLPH STEIN, 113 E. 14th St., N. Y.

FOR SALE.

\$3.50 BUYS 1 INCH 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

50,000 CIRCULATION weekly; 1-5c. per line. No proof no pay. O. L. MOSES, 132 Nassau St., N. Y.

SUCKERS will not bite at bare hooks. People are not impressed by mere statements in bad English and kindergarten illustrations. "Remedy!" BRETT, care Printers' Ink.

A NORTH Carolina weekly paper, published in one of the most beautiful towns in the South, will be sold on easy terms. Only paper in county of 16,000 inhabitants. Newspaper and job plant complete. Address "H., " care Printers' Ink.

A NEWSPAPER and job printing office, in a good order, near New York, is offered for sale at a fair price. Profits the past five years average about \$5,000 per annum. Established nearly a quarter of a century. Address, for particulars, "S. W. F., " Press Club, 130 Nassau St., New York.

BARGAINS in SECOND-HAND PRESSES—To reduce our present large stock of rebuilt presses, we will, for the next 60 days, make a large discount from our advertised price. Any one interested please send for price list and special discount sheet. THE BARCOCK PRINTING PRESS MFG CO., 9-10 Tribune Building, New York City, and New London, Conn.

ADVERTISING NOVELTIES.

BOOK ON HYPNOTISM—Tells how the spell is produced. Fast seller. Retail \$1.50 and \$2.00. Sample and terms, \$1. PROF. ANDERSON, P. I., 182 State St., Chicago.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

ADVERTISING rules, yard-sticks, signs and advertising novelties at reduced prices. Illustrated catalogue and prices free. Special designs and estimates for board or oilcloth signs on application. Special agents wanted in every town. Address THE AM. ADV'G CONCERN, Jamestown, N. Y.

THE best means to push circulation and get the attention of advertisers is to use our music plates in your paper. We publish the principal pieces of vocal as well as instrumental music. Will take pay in advertising in your columns. Address NEW YORK MUSICAL ECHO CO., Broadway Theater Building, N. Y.

SUPPLIES.

LEVEY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

"PEERLESS" CARBON BLACK. For fine inks—unequaled—Pittsburg.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 45 Beckman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

MISCELLANEOUS.

L EVEY'S INKS are the best. New York.

V AN BIBBER'S
Printers' Rollers

R IPANS TABULES banish pain and prolong life. Your druggist will supply them.

S END one of your metal base cuts and receive sample duplicate of same, mounted on lightweight metal base. E. T. KEYSER, 5 Beekman St., N. Y.

P APER DEALERS M. Plummer & Co., 45 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

H ANDSOME ILLUSTRATIONS for papers Catalogue. 25c. AM. ILLUS. CO., Newark, N. J.

ADVERTISEMENT CONSTRUCTORS.

I ORIGINATE the better sort of ads. SIDNEY C. LEWIS, 54 Franklin St., N. Y. City.

C HARLES AUSTIN BATES, 100 E. 81st St., N. Y. 3 sample ads, \$2. Please you or refund.

E FECTIVE ads written. Ask for "Conversion Card." JED SCARBORO, Station W, Bkln.

A BUSINESS single often brings more profit than you think; to try a dollar one, address "EXPERT," care Printers' Ink.

T RADE tonic for business debility. Catchy ads, convincing circulars, crisp catch phrases concocted. Ask for testimonials and estimates. JED SCARBORO, Station W, Brooklyn.

A DS of all kinds, primers, pamphlets and catalogues prepared in original, effective forms. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 769 Monroe St., Brooklyn.

I HAVE positive proof that my ads sell goods for others; why not for you! Sample, \$1; 3 for \$2; or a 3 mos. service of 13 ads for \$6.50. If they don't suit I return the money. Is it fair! CHARLES AUSTIN BATES, 100 E. 81st St., N. Y.

B ATE'S BUSINESS TONIC. "Absolutely pure." "Best and goes farthest." "Worth a guinea a box," and "is never peddled." "If it isn't all right—be honest"—"send it back"—and the price will be returned. Sample, \$1; 3 for \$2; 13—one a week for three months—for \$6.50. CHARLES AUSTIN BATES, 100 East 81st St., New York.

BILL POSTING & DISTRIBUTING.

Y OUR circulars mailed with mine at low price. A. D. PERKINS, New Haven, Conn.

PREMIUMS.

S EWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

B EST goods for mail order business and premiums for publishers and manufacturers. W. N. SWETT & CO., 28 Reade St., New York.

N EW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 142 & 144 Worth St., New York.

ADVERTISING AGENCIES.

G EO. W. PLACE. Advertising. 52 Broadway, New York.

W ILLIAM HICKS. Advertising Agent, 150 Nassau St., New York.

N EWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York

C HAS. K. HAMMITT Advertising, 231 Broadway, N. Y., will serve you effectively, economically.

I F you wish to advertise anywhere at any time, write to the GEO. F. HOWELL ADVERTISING CO., 10 Spruce St., New York.

A DVERTISERS and publishers find us prompt and reliable always. GEO. W. PLACE, Newspaper Advertising, 52 Broadway, N. Y. Good service. Best rates.

ADDRESSES AND ADDRESSING.

W ANTED—This year's names of retail buyers of artists' materials. MONTAGUE MARKS, 23 Union Square, N. Y.

NEWSPAPER INSURANCE.

F REE INSURANCE COUPONS in newspapers are the great circulation producers. Nothing equals them for rapidity in obtaining highest results. Full information and rates free from THE COUPON CO., 173 Broadway, New York.

ADVERTISING MEDIA.

SEATTLE TELEGRAPH.

A LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

40 WORDS, 6 times, 50 cents. ENTERPRISE, Brockton, Mass. Circulation, 7,000.

O ur Southern Home, 40p. mo. Immigration Journal, Cir'n large, advg. rates low. Hamlet, N.C.

N EWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly JOURNAL.

W ISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 20 cents a line.

A LBANY, N. Y. TIMES UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

A DVERTISE with the Church Press Association, incorporated, publishers of twenty church magazines. Samples and rates on application. 108 18th St., Phil'a., Pa.

P ANAMA STAR AND HERALD.—The best Spanish American paper. Circulation of English and Spanish editions, 27,000. ANDREAS & CO., General Agents, 32 Broad St., New York City.

D ECORAH (Iowa) POSTEN will pay you one thousand dollars if it can't prove over thirty-five thousand actual weekly circulation. Sells space now at one-third cent per agate line per thousand of circulation.

C OOLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

U NTIL the Silver Bill is repealed, or Christmas comes, discounts will be allowed on continued orders for advertising in PRINTERS' INK as follows: For 1 month, 5 per cent. discount; 2 months, 10 per cent. discount; 3 months, 15 per cent. discount; 4 months, 20 per cent. discount; 5 months, 25 per cent. discount; 6 months, 30 per cent. discount; 7 months, 35 per cent. discount; 8 months, 40 per cent. discount; 9 months, 45 per cent. discount; 10 months, 50 per cent. discount; 11 months, 55 per cent. discount; 12 months, 60 per cent. discount. This makes a two-line classified advertisement cost ten dollars and forty cents (\$10.40) for a year, and a full-page displayed advertisement two thousand and eighty (\$2,080). This offer is subject to discontinuance when either event above referred to comes to pass. Address PRINTERS' INK, New York. NOTE.—This offer means literally what it says, and no more. It carries with it no special privileges. If an advertiser wishes 2, 30, or 200 lines, or any other specified number of lines, to appear in every issue for a full year at 40 per cent. of the schedule rate, he may have it as offered above, to appear either as display or classified matter; but because he has a contract for two lines to be inserted a year at 10 cents a line, he will not, on that account, be entitled to a page advertisement in the especially large editions of PRINTERS' INK issued from time to time at any less price than other people pay. It is, however, permissible to bargain for varying space; for instance, an advertiser may have two lines one week and four lines another, alternating, or may contract to use a number of lines, never to be less in any one issue, or more in any other issue than is specified and set down in the agreement. In all such cases it must be understood that the last copy is to be repeated whenever new copy fails to come to hand in time for the make-up. This special rate is liable to be withdrawn suddenly, as indicated in the heading of this announcement. PRINTERS' INK is a small paper, and must not allow itself to become overloaded with low-priced advertisements.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING HOMER, EDITOR.

NEW YORK, OCTOBER 11, 1893.

TOO MUCH KNOWLEDGE.

The advertising manager of one of the big New York fashion publications (which is devoted principally to booming the business of the publishers) recently declined an order for an advertisement wherein thirty-two pieces of music, sheet size, and three months' subscription to a paper were offered for ten cents. When asked why the order was declined, the wise advertising manager asserted that to furnish so much for ten cents was an impossibility. As a matter of fact, the advertiser is able to meet every requirement of the advertisement and get a profit.—*Advertisers' Gazette*.

It is always annoying when ignorance is placed in a position to impede progress. PRINTERS' INK was recently informed by the Post-Office Department that to send a paper to a correspondent who sends news items in payment must be considered as making him a present of the paper, because no correspondent would consider a subscription as a fair equivalent for his services.

If the wise men in the Post-Office Department could serve a short apprenticeship in offices of local newspapers throughout the land, they would learn that tens of thousands of people, in the aggregate, seek and obtain appointments as correspondents, and neither expect nor receive any other payment than a paid-up subscription for the paper for which the service is rendered.

PRINTERS' INK recently heard of an inquirer who asked our postmaster-general if he knew of any reason why a certain piece of legislation affecting postal matters should not be passed, and received this reply: "Yes, there are three sufficient reasons. The first is the Adams Express Company, the second is the United States Express Company, the third is the American Express Company."

WESTERN ADVERTISING OF REAL ESTATE.

CRAWFORD & CONOVER,
Real Estate and Financial Brokers,
SEATTLE, Wash., Sept. 19, 1893.

Editor of PRINTERS' INK:

PRINTERS' INK is a very welcome visitor at our office, and we congratulate you upon its steady and continued excellence.

We will inclose a few of our advertisements, as being rather out of the usual line of real estate ads. We do not use very much display, as you will notice, but specify every line of type that we use, and try to appeal to the good sense and prudence of the community by plain, reasonable argument.

CRAWFORD & CONOVER.

The advertisements of Messrs. Crawford & Conover in the Seattle papers are different from the usual real estate announcements, and they ought to prove good business bringers. They occupy full columns set in leaded type, about the same size as the body type of the paper, and are relieved at intervals of a few inches by appropriate display headings. The "plain, reasonable argument" is the only style that ought to be employed in the advertising of real estate and investment securities. Brag and bluster create distrust on the part of all except the most ignorant classes. How to combine the confidence inspiring quality with that of attractiveness is a problem that our correspondents in the far West appear to solve satisfactorily.

GENERAL advertisers who have their announcement set up attractively, and then send out printed slips instead of electrotypes, will be surprised to find out how closely most papers will follow copy, and what good results can be obtained in this way. The cost of making and mailing electrotypes is a big item with the leading advertisers.

IN reducing the price of *Munsey's Magazine* from twenty-five to ten cents the publishers announce: "These are the times when it is well to get down to bed-rock—*Munsey's* has reached that point—a point below which no good magazine will ever go."

THOS. D. TAYLOR, formerly manager of the Memphis *Appeal-Avalanche*, has been appointed Eastern agent of the Denver *Sun*, Knoxville *Tribune*, Little Rock *Gazette* and Springfield *Democrat*.

A PHILADELPHIA advertising expert has invented a new title: "Manufacturer of Notoriety."

THEY NEVER SAW IT.

Office of "PRINTERS' INK,"
A Journal for Advertisers,
New York, Oct. 2, 1893.
Publishers of Press and Printer, 170 Congress St., Boston, Mass.:

In a recent issue of your paper we observe an announcement as follows: "Publishers who desire to pay for subscriptions to *Press and Printer* in advertising are requested to state circulation and send rates for one inch, three, six and twelve months, and say how many copies of *Press and Printer* are wanted."

In issuing such an announcement, are you not afraid that you are violating the United States Postal Laws or Regulations, made by the P. O. Department for the transportation of second-class matter?

In writing your reply, please bear in mind that we are liable to make use of it in our columns. Your reply will oblige,

PRINTERS' INK.

Office of "PRESS AND PRINTER,"
A Journal for Printers and Newspaper
Publishers.
INMAN BROS., Publishers,
102 Federal Street,
BOSTON, Mass., Oct. 3, 1893.

Editor of PRINTERS' INK:

Replying to your inquiry of October 2, it had not occurred to us that the announcement therein referred to was a violation of any U. S. postal law or regulation. We have never seen a law or regulation with which it could possibly conflict.

We know no reason why a publisher should not exercise the same prerogative that other business men enjoy—the right to advertise and sell his wares on other than a cash basis, if he regards it wise to do so. In our view, strenuously by many years' experience, few publishers exist who confine their sales strictly to cash purchasers.

If it is a violation of postal laws or regulations to sell subscriptions for another thing than gold, silver or other "money," or to make public announcement of a willingness to do so, then publishers are a very guilty class.

Yours very truly,
INMAN BROS.

ARIZONA.

LOUISVILLE, Ky., Aug. 11, 1893.

Editor of PRINTERS' INK:

Having occasion to do a little advertising in Arizona, I applied to an advertising agent for a list of the most suitable papers to use. He named the *Phoenix Gazette* and *Republican*, and the *Tucson Citizen* and *Star*. He suggested using the daily and weekly editions of each, and said that he didn't know of any better papers in the Territory. He said that if there was a paper in the Territory printing more than 1,000 copies regularly he didn't know which one it was. He also suggested that a good way to reach the people of Arizona would be to put an advertisement in the *St. Louis Republic* or the *Denver Republican*.

What do you think of this advice?

RANCHMAN.

NEW YORK, Aug. 15, 1893.

Editor of PRINTERS' INK:

Concerning the communication signed "Ranchman," which was the subject of our conversation yesterday, I do not consider the information contained therein sufficiently ex-

PLICIT to enable one to form a clear opinion as to the value of the advice given by the advertising agent applied to. I do not, however, deem the suggestion made as to the use of the *St. Louis Republic* and *Denver Republican* at all good, because the chances are that neither of these publications circulates to any considerable extent in Arizona.

If the object of the advertiser, which is not stated, could best be accomplished through advertising at important points in Arizona, the selections recommended are good, but the *Prescott Journal-Miner* and *Courier*, both daily and weekly, could, I think, in such a case be included to advantage.

If it is the aim of the advertiser to create a general demand for a proprietary article, then he should use practically all the papers published in Arizona, and this could be done at moderate expense, even for a considerable space to run a year.

E. F. DRAPER,
Treas. Geo. P. Rowell Advertising Co.

Advertising Novelties.

From the Michigan Stove Co., Chicago: A clever imitation in paper of a ginger-snap with this reading matter on the back: "With lots of 'snap' and plenty of 'ginger' in our methods, we make the very best goods, etc."

From Porter Blanchard's Sons' Co.: A pasteboard ticket, which at first sight appears to be good for a passage to "Chicago and return." The coupon, however, is good for ten cents on any purchase made from the firm.

From Paine, Diehl & Co., 1430 S. Penn Square, Philadelphia, Pa., a safety pin attached to a card with this inscription: "This is a safety pin. With it 'pin your faith' to the Self-Pouring Oil Can, a 'safety' lamp filler."

From the American Advertising Agency, Temple Court, New York: A business card, the reverse side being a silicate slate on which memoranda may be written and erased.

From Nathan Bros., 140 W. 23d st., New York: A small owl mounted on a silver card which bears this inscription: "A Wise Suggestion." The novelty is wrapped up in a Japanese napkin, on which is printed advertising matter.

From *Dixie*, Atlanta, Ga.: A cotton ball, supposed to signify the prosperity of the South. As the cotton crop is good, advertisers are urged to advertise in the South.

From *Demorest's Magazine*, New York: A small wooden box, filled with sawdust. A circular in imitation of handwriting is inclosed. It reads: "Confidential! This is no sawdust game. We do not believe that you have ever handled 'green goods' before; but here is an opportunity to make money easily, and it is absolutely safe. Let us know the quantity you can use, and we will ship immediately." Another circular bears the advertisement.

Jaspar.—I never see any Y. M. C. A. young men without thinking of a celebrated brand of tobacco.

Jumpuppe—Why?

Jaspar—Because the Y. M. C. A. men are "mild, pure, and pleasing."—*Truth*.

READY-MADE ADVERTISEMENTS.

Original Suggestions From Various Contributors.

Readers of PRINTERS' INK who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 150, New York City.

For Drugs.

THE LITTLE STRANGER

has arrived, and now the house is full of happiness. Full of bustle, too. So many things are needed for the comfort of the crowing new-comer. Two things in particular—Castile Soap and Powder. You want them pure and good, and don't wish to pay fancy prices for them. Naturally enough that means you will go to

BROWN'S PHARMACY,
2 Chestnut Street.

For Clothing—(By Sidney C. Lewis).

THE CUTTER DOES IT!

We mean he makes the clothes fit. Nine-tenths of the looks of a suit of clothes is in the cutting.

WE HAVE A GOOD ONE!

One who knows how to cut. He makes the clothes fit and look well.

Our Line of Goods is Great!

in extent, style and quality, but not great in price. There are many pleasing points about it; the most so is the price.

THE TAILOR SHOP.

For a Meat Market.

"In a Stew"

Your wife will surely be unless you send home a piece of meat that is

Tender and Sweet.

Long experience has made us expert judges of meat, and we will give you points on how to pick out a good piece.

JOBLOTS, THE BUTCHER.

For Shoes.

Men of Good Standing

in this town are standing in our shoes—we don't mind that; they paid for the privilege. That is one reason why they "stand good," and walk comfortably. Every one of them is wearing

THE

"PHIT=EESI" SHOES

which have no equal in the way of a glove-fit for the feet. We are ready to make a bet that any man who once wears a "PHIT=EESI" SHOE will never care for any other kind of footwear. He knows he can't get better, no matter what price he pays for them.

JAMES LAST & SONS,
Shoe Manufacturers.

For Groceries.

AN INVITATION TO

deal at our store really means a desire that you should better yourself in pocket by saving money in

T E A,

Coffee, Sugar, Flour, Butter, Canned Goods and everything else

in the grocery line. Two points are our specialties, namely, good quality and low price. A little profit satisfies us.

It is the big trade we want and are trying to build up now.

Call in and try us once. You need not come again unless we give you all the satisfaction you wish.

SAND & SUGAR,
Cash Grocers.

For a One-price Clothier—(Jed Scarborough).

A Gourd Vine

once covered a prophet, but not a bigger profit than some of the so-called "mark downs" of our competitors. A cut in price often means a cut in quality. Go the rounds, then come to us, and we'll show you that our points of price and quality are nicely balanced.

SCOTCH & TWEED,

*For Bicycles.***MY FAVORITE LOCOMOTION.**

Some love to own a high-bred steed,
 And keep a splendid stable;
 They say their horses, in their speed,
 To beat the wind are able.
 When mounted on their charger's back
 They're happy and contented,
 But, though a speedy horse I lack,
 I never have repented.
 And others love to sail a yacht,
 Or in a boat go rowing,
 But I confess that I am not
 Fond of that style of going.
 I have no liking for the sea,
 In cat-boat, yacht or steamer,
 And so I don't think I shall be
 About their charms a dreamer.
 But give to me my own machine,
 So speedy, safe and easy;
 Upon my wheel I've always been
 Light-hearted, gay and breezy.
 No carriage, wagon, gig or coach,
 Nor yet your high-bred pacer,
 For pure enjoyment can approach
 My dear old wheel—the RACER!

*For Drugs.***Speaking of
Sickness==**

When it is serious, of course you call a doctor. He prescribes and you are satisfied.

But stop a minute. That prescription wants filling, and if the patient is dangerously ill you wish it PROMPTLY PREPARED. In any case you want it CAREFULLY COMPOUNDED, and therefore done by somebody with experience. Again, you don't want to pay more than the medicine and service is worth.

Now, all these considerations will probably impel you to ask the doctor, "Where shall I go to get this quickly, properly and economically prepared?" His answer cannot fail to be—

"At PESTLE & MORTAR'S,
 The Reliable Druggists."

*For Trunks and Bags.***IN DAYS OF OLD**

when nights were cold and barons had their say, there were no fairs, nor bulls and bears, as in this latter day-ay-ay, as in this latter day. And when the traveler went, he took along a tent, and wore his clothes when in repose, and saved a pile of rent. He had no use for russet shoes, nor four-in-hands and sich. He wore long curls, and loved the girls, and let on he was rich.

But since those days the people's ways have undergone a change. Fast-flying cars 'neath sun and stars from Maine to Texas ra-a-ange, from Maine to Texas-range. And trunks and bags galore are found within our store, for one and all who feel a call their country to explore. And while we brag on trunk and bag we put the prices down, determined quite to keep the right of trade in this here town.

HENRY LIKLY & CO.,
 96 STATE STREET.

*For a Stationer.—(By Wingate Blackmer).***"She Writes to Me"**

on the most elegant cream-laid note paper. Her delicate penmanship is made doubly attractive by the soft tint of the letter sheet, and there wafts from it just the faintest odor of the rose—it makes me think her near. That girl must be an heiress to lavish such paper on me. I asked her about it one day, but she only laughed merrily and said: "Oh, that's some of BAIN'S BEST. It is so lovely—but not expensive." I took down the address as follows:

BAIN'S STATIONERY STORE,
 Tel., 4-11-44.

*For a Printer.—(By J. S. Briggs).***There are
Fakirs in India**

who, it is said, stand months on the same spot without moving.

**There are
Printers in America**

who never buy new styles of type from one year's end to the other.

One class is as useless to business men as the other is to humanity.

YOU WANT

to find a printer who buys all the latest and best designs in type, borders, ornaments, etc., and has the taste to use them in bill-heads, letter-heads, advertisements, circulars, posters, and all kinds of mercantile printing.

*For Drugs.***DOCTOR
SHOOK
HIS HEAD,**

said the case was serious, and wrote out his prescription.

"Take that to Brown's Pharmacy," he said, "and get it filled at once."

"Why Brown's?" asked the woman.

"Because," replied the physician, "you will get the medicine compounded quickly and carefully, and won't be overcharged."

He was prejudiced, you say? Oh, no! any doctor in town would tell you the same thing.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, September 23, 1893.

I think the longer one watches newspaper advertising the more one is enamored of outline drawings and of good, heavy and well-conceived borders. This is especially true of country newspaper advertising. An outline block always prints well; a strong border always cuts off the advertisement from the rest of the pack. But there are outlines and outlines. There is nothing much harder to draw well. I think the new advertisements that Condyl's Fluid is putting out good in every way. Look at this, for one ex-

mind not to knock them out of the proof. And after all, if you come to think of it, there is really nothing indecent in a bit of white space (even if it is bare); indeed, a little interval is rather restful. I think Mr. Bollman Condyl's "tender feet" and "Condyl's Fluid" would stand out better without those underscoring lines. But, with or without them, it is a capital small advertisement. I have seldom seen a better.

* * * * *

There is to be a new drink cure, it seems, advertised under the euphonious and attractive name of "Yguazu," and it shares with alleged slate-writing spirits the (of late) somewhat doubtful privilege of patronage by Mr. W. T. Stead, of the *Review of Reviews*. I suppose you know that Mr. Stead claims that his hand unconsciously writes messages from the unseen world. If the new drink cure will relieve Mr. Stead of his affection for this kind of "spirit," it will not have appeared in vain. The new cure is in the care of Mr. Gliddon, who is agent for Count Mattei's "remedies," which also enjoyed for a time the active patronage of Mr. Stead, and from what I know of Mr. Gliddon I have at least no doubt that he believes in it, though I cannot say I do. A representative of the *Chemist and Druggist* has been privileged to taste the new cure, and he says it is one of the most nauseous messes he has ever tackled. The peculiarity of the treatment, it seems, is that, for the first three days, the patient must take a teaspoonful of it every three hours, day and night. Should the drink-craving come on between the doses, the lips are to be moistened with the extract. After the first three days the doses are diminished. The whole treatment lasts about a month, and is alleged to be final. The inventor or discoverer of this thing (it is supposed to have been a savage remedy used by the wild men of Paraguay) indulged in a course of it several years ago, and has never been able to bear the smell or taste of alcohol since. Even the flavor of a jelly made with spirit produces nausea in him. So says Mr. Gliddon.

* * * * *

The new remedy will be widely advertised, in connection, probably, with a "home" on the Keeley lines, but I

For Tender Feet



Tender Feet are instantly relieved by bathing in Condyl's Fluid (diluted). Supplied by all Chemists in 8 oz. bottles, price One Shilling, and in 20 oz. bottles for Two Shillings. Full directions from Condyl's Fluid Works, Turmill Street, London, E.C. (Insert on having "Condyl's Fluid.")

Use

'Condyl's Fluid'

ample. The border is simple and good, and the outline illustration capital; it would print in anything. If there is any criticism to be passed on the advertisement, it would be this: What is the use of those double lines? They appear, to my own humble judgment, rather as an obstruction to vision than as a means of giving emphasis to the wording.

* * * * *

In point of fact, a rule is nearly always best omitted, unless it plays some appreciably useful part in an advertisement. Rules are like illustrations in books of poetry. You always wish they were not there. Now, the uninstructed printer can never see a paragraph standing by itself without lusting exceedingly to shove a short rule under it. Of course I do not count things like this:

or this: 

These things are "ornaments," and serve to fill up space very prettily. But somehow, though I have sometimes had them put in advertisements, I have rarely been able to make up my

don't gather that it is a gold cure. To write the ads certainly ought to be an amusing exercise. Suggested headlines: "To the Hopelessly Intoxicated," "Hope for the Drunk," "A Blessing to the Boozer," "Blue, Blind, Speechless Paralytic, cured with one dose!" (here should follow the inevitable portrait).

Mr. G. T. Fulford, of Dr. Williams' Pink Pills, sails from Montreal in the "Labrador" on September 30, and is expected in London on October 8. He has broken up his home at Brockville, Ontario, and expects to stay in England for some time.

As a lady's ad the following is not ill-conceived:

SIGH NO MORE, LADIES! IF YOUR HAIR IS THIN.

HAIR COMBINGS | IMMOVABLE } From
MADE UP, 2s. per oz. | SCALP PETERS } 21s.
"A blessing upon bald 'womanity.'"—*Gentlewoman*, May 3.

See recommendation in *The Queen*, Nov. 19, 1892, page 845.

WRITE TO

T. S. BROWN, 8 Leice St., LIVERPOOL.

The head-line is, of course, yet another addition to the existing pile of Shakespeare-headed advertisements.

The New York *Evening Post* has paid me the compliment of being very angry at my inoffensive little book of "Current Americanisms." However, I survive. I wouldn't mention the circumstance if I didn't—really.

The Million, a London weekly, has instituted a novelty in prize competitions. By arrangement with a leading boot-maker having five shops in London, a prize is offered to the lady with the smallest foot. Chicago papers will please note. In their benefit I reproduce the conditions:

A CINDERELLA COMPETITION.

You know the old story of Cinderella and the fairy slipper. When Cinderella left the glass slipper in the king's ball-room the king offered to marry the lady whose foot it fitted. Thousands of his subjects tried on the tiny shoe, but it fitted only the foot of one little maiden—Cinderella—who accordingly became the king's bride.

Now, we have secured the exact counterpart of that slipper, and it is on view at all the London shops of Messrs. W. Abbott & Sons, the makers of the celebrated "Phit Pesi" boots and shoes. It is a small, beautifully-made slipper, and we offer a prize of ten guineas to the lady over seventeen years of age

whose foot it most naturally fits. At Messrs. Abbott's various London shops—the addresses of which are given below—special rooms have been set apart for ladies who desire to take part in the competition. All that is necessary is to cut out the coupon below, present it to the manager of one of Messrs. Abbott's shops, and the slipper can be tried on in perfect privacy and comfort.

The domestic servant has once more her own newspaper. She has had it several times before, but on each previous occasion it has incontinently collapsed, after a brief career of unprosperity. *The Servants' Own Paper* makes an energetic bid for more extended popularity, and as there is no particular reason why a class paper for servants should not exist, perhaps it will succeed, though I have my doubts of it. Of course all sorts of fun have been poked at it, and one descriptive criticism, at least, is well worth quoting. After an introductory word or two, the *Illustrated London News* says:

It provides, of course, stories, perfectly moral in tone, but not so aristocratic as might have been expected; one must confess to a feeling of disappointment in not finding persons of title in them. A physician has, of course, been retained for replying to questions about health; no "penny weekly" that respects itself and its readers can do otherwise; and also a barrister, who has given his particular attention to the law of mistress and servant. Five shillings a week is offered for the best original humorous anecdote. In the meantime one is provided by the editorial staff. A colored cook, expecting company of her kind, was at a loss how to entertain her friend. Her mistress said: "Clue, you must make an apology." "La! missus, how can I make it? I got no apples, no eggs, no butter, no nuffin' to make it wid." There are also many moral axioms. "It is commendable to be a good housekeeper, but don't be a fussy one;" an observation very applicable to mistresses. There is to be a column devoted to character-reading from handwriting and also from photographs, but not a word about astrology. This is disappointing; one would have hoped that in addition to a legal and medical adviser for Mary Anne, some one would have been retained to study the stars for her.

The second number shows an uncommonly good selection of "Want" ads. But it is a hard matter to get a good servant—or any servant at all—in these days, which perhaps accounts for it. Most of the "Wants" are from employers seeking maids of various kinds of, or of, work.

Holmes.—What is Timmins, the dramatic critic, buying the drinks for?

Nichol.—He wrote a favorable notice of Durant's acting last night and headed it "A Veritable Triumph." This morning it appeared as "A Vegetable Triumph."—*Town Topics*.

Miscellanies.



MUTUAL PRESENCE OF MIND.

Editor (*Woman's Home Queen*): These jokes are old; I read them when I was a young girl.

Humorist (anxiously and persuasively)—But, surely, that can't be so very long ago!

Editor (with dignity)—However, I think we can find a place for them. I'll take them.—*Puck*.

Chuff.—I discovered a new poet to-day.

Bluff.—At what lunch counter?—*Town Topics*.

Miss Antique.—How mean these newspapers are! Here is a column headed "Proposals," and it is all about public improvements and such nonsense.—*Philadelphia Telegraph*.

Assistant.—What shall I put that new man at?

Editor.—What kind of a style has he?

Assistant.—Seems rather stiff.

Editor.—Stiff, eh? Let him handle the obituaries.—*Pittsburgh Post*.

Watts.—So you don't believe in patent medicines, eh?

Potts.—No. Judging from the looks of the people who are advertised as having been saved by them, they do the community more harm than good.—*Ex.*

Frank.—Sorry you lost your job on the *Bugle*. What was the trouble?

Tom.—It was not my fault at all. I wrote a pretty thing about a lawn fete for charity, and said that the "gypsy tent, an idea of the host, was a feature of the affair."

Frank.—Well?

Tom.—Well, the printer set it up the "tipsy tent." Of course I killed the printer. But I had to quit. The host was the managing editor's brother-in-law.—*Pittsburgh Budget*.

Her Vocation Assured. — Pater: I'm much worried about my second girl.

Read.—Why so?

Pater.—She seems to care for nothing but reading trash and drivel. She even writes and talks it.

Read.—My boy, she is the born editress of a "Talks With Our Girls" column, or even a "Women's Page" in full, in any of our leading dailies.—*Puck*.

SOME LEADING NEWSPAPERS.

CALIFORNIA.

OUR HOME, San Francisco—Is given an average monthly issue of 26,339, by far the largest of any monthly in California.

COLORADO.

LEADVILLE HERALD-DEMOCRAT—Is given a higher circulation rating than any other daily in Colorado outside of Denver.

MASSACHUSETTS.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

OHIO.

The American Builder: Cleveland, is accorded the largest circulation rating of any architectural or builders' journal west of New York.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: 40,964

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its daily, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

Displayed Advertisements

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 132 Nassau St., New York City.

GERMANIA Magazine for the study of the German language and literature. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

Advertisers' PERFECT Record.

Designed, Copyrighted (1893) and Published by

L. W. SMITH, Philadelphia, Pa.

SEND STAMP FOR FREE SAMPLE PAGES.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

NEW YORK LEDGER

GET A COPY OF OUR \$0,000 Proven. Only 15 cts. per line. "ONCE A MONTH," Detroit, Mich.

The Housekeeper, Minneapolis, Minn. Proof on Application. Pays Advertisers.

\$1.00—Visiting Cards. We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, 4c. Satisfaction guaranteed. For 10c. we will mail copy of our book, "Card Etiquette." BELLMAN BROS., Toledo, O.

IF YOU want paying returns, be sure to try the People's Favorite Monthly, **THE HOUSEHOLD PILOT**, New Haven. Circ'n over 100,000. Adv. rates, 50c. per line.

PATENTS

HOPKINS & ATKINS,
Washington, D. C. 20
years' experience.
Write for information

BOOM YOUR TOWN!

We have told many—and will tell you
HOW. Write! Ch. Photo. Engraving Co.
185 Madison St., Chicago.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and
Wrappers addressed in a hurry by machinery.
Names guaranteed absolutely correct. For partic-
ulars address F. D. BELKNAP, Pres., 314, 316
Broadway, New York City.

STRIKING INITIALS

FOR ADVT. HEADINGS. Only used
once; 30c. each; \$3.00 dozen.
Advt. Dept., HAINES & CO., Phila.

COIN MAILING CARD

FOR NEWSPAPER MEN.
Increase your circulation. Sample
free. Send for our prices. Beware of infringe-
ments. ALVORD COMPANY.
Sole Patentees and Mfrs., Detroit, Mich.

WATCHES

Are the Best PREMIUMS.

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO.,
RIVERSIDE, N. J.

THE EVENING JOURNAL,

JERSEY CITY'S
FAVORITE FAMILY PAPER.
Circulation, - - - 15,500.
Advertisers find IT PAYS!

If a newspaper directory is to amount to anything, every step must receive careful supervision. On Monday, October 2d, the publishers of the American Newspaper Directory posted 19,051 letters, addressed to that number of American newspaper publishers. It is considered important that every one of these shall have an opportunity to revise last year's description and circulation rating, and also that it shall be positively known that the opportunity was afforded. So carefully was this work performed that two competent persons are able to make oath that, to their personal knowledge, a letter was deposited in the post-office addressed to any one that may be named of the 19,051. After the letters were prepared, and each inclosed in its envelope and sealed, they were checked off, packed in mailing-bags under the eye of the person in charge, who personally watched the mail-bags until they were delivered to the proper clerk at the New York Post-Office. The object of all these precautions is to be able to assure a publisher to the contrary who asserts, after the Directory is published, that he was not afforded an opportunity to prepare a statement for it.

THE GOLDEN RULE

BOSTON, MASS.

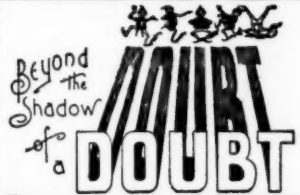
(IN TEN PARTS.)

1. The Christian Endeavor Weekly.
2. A live religious paper.
3. 90,000 subscribers.
4. Among 30 denominations.
5. All parts of the United States.
6. Well known among general advertisers.
7. Space contracts less than 1/2 cent per line per 1,000.
8. Pure reading matter on every page.
9. Read by all the family.
10. Continually patronized by The Geo. P. Rowell Advertising Company.

ADDRESS

Golden Rule Company,
646 Washington St.,
Boston, Mass.

GEORGE W. COLEMAN,
Advertising Manager.



AGRICULTURAL ADVERTISING PAYS

* ASSOCIATE LIST *

8—WEEKLIES—8
Kansas Farmer.....Topeka, Kas.
Nebraska Farmer.....Lincoln, Neb.
Iowa Homestead.....Des Moines, Iowa
Field and Farm.....Denver, Colo.
Farmers' Home.....Dayton, Ohio.
Stock Grower & Far., Las Vegas, N. M.
Rky. Mt. Husbandman, W S S, Mont.
Hoard's Dairyman, Ft. Atkinson, Wis.

8—SEMI-MONTHLIES—3
Dakota Farmer.....Huron, S. D.
N. W. Far. & Breeder, St. Paul, Minn.
Western Plowman.....Moline, Ills.

1—MONTHLY—1
Home, Field & Forum, Guthrie, O. T.

STAR OF ★ THE EAST

National Stockman and Farmer,
Pittsburgh, Pa.

Write for estimate on your ad. to

FRANK B. WHITE, MANAGER.
649-51 THE ROOKEY. CHICAGO, ILL.

J. C. BUSH, EASTERN REPRESENTATIVE,
TIMES BUILDING, NEW YORK, N. Y.

The Leaders of the Great West and
Star of the East Pay Best.

A GOOD ADVERTISEMENT

in a religious paper, that has circulation, age, character, influence, and the respect of its readers, comes nearer producing results than most methods. An illustrated, original, and progressive paper secures business. Such a paper is the **Christian Standard**, Cincinnati, popularly known as the **Standard Religious Newspaper of America**. Advertising patronage very large. Send for sample copy. Try it. Rates reasonable. Any reliable agency, or H. C. HALL, Advertising Manager, Free Press Building, Detroit, Mich.

Neat Printing

IS THE KIND YOU WANT.

WORK THAT IS DONE IN A SLOVENLY MANNER, FOR A CHEAP PRICE, IS NOT THE KIND THAT PAYS EITHER THE CUSTOMER OR THE PRINTER.

WE have the facilities to turn out—and DO turn out—a VERY FINE GRADE OF PRINTING, at A REASONABLE PRICE.

Address all orders for
Printing to _____

WM. JOHNSTON,
MANAGER PRINTERS' INK PRESS,
10 SPRUCE ST., NEW YORK.

A SMALL MAN AND A BIG BOY
CAN OPERATE IT
THE "NEW MODEL"
WEB PERFECTING PRESS
 BUILT BY THE
CAMPBELL PRINTING PRESS
& MFG CO.
 NEW YORK AND CHICAGO
WRITE AND SEE
HOW IT'S DONE



Advertisers
 Renew their Contracts
 in the
Epworth Herald
 CHICAGO,
 Because It **PAYS** them.
 Circulation 97,000 Weekly
 A Clean, Reliable,
 Religious Family
 Paper.

THE
EPWORTH HERALD
 CHICAGO,

Has the **LARGEST** paid-in-
 advance **CIRCULATION** of
 any religious denominational
 weekly **IN THE WORLD.**

Three
Tireless
Travelers

Western Christian Advocate,
 CINCINNATI.

Northwestern Christian Advocate,
 CHICAGO.

Central Christian Advocate,
 ST. LOUIS.

Aggregate Circulation, - **83,500**

The oldest family religious weeklies
 published in the West. Their readers
 believe in them more than in any other
 papers they read, and are more INFLU-
 ENCED by advertisements seen in them.

If you have a good thing to sell, and
 want to let it be known, intrust it to
 the care of these

Three Tireless Travelers.

BEST ADVERTISING
FOR CHICAGO.

PUT UP
 YOUR NAME
 ALONG
 THE WAY

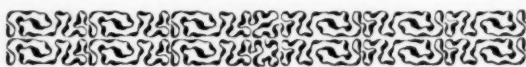
SAY
 SOMETHING
 TO THE
 MILLIONS

COME OUT
 IN THIS
 FORCIBLE
 WAY

AND THEY'LL
 REMEMBER
 IT

MAMMOTH DISPLAYS
AT PROMINENT POINTS
 Controlled by **THE R.J. GUNNING COMPANY.**





In an article published on September 3d, 1893,

The  **Sun**

credited THE RECORDER with a larger circulation than any other two-cent newspaper, except THE SUN and one other, and

REMARKED:

"The Recorder

**IS A FAVORITE
WITH WOMEN."**



As it is generally conceded that women spend nine-tenths of the money that men earn, the moral is distinctly visible.

SOWING PENNIES—REAPING DOLLARS.

CHICAGO. It affords us much pleasure to testify to the merits of COMFORT as an advertising medium. It surpasses all others on our list. GIBBS RESPIRATOR CO.

ILLINOIS. At the end of last season, when we went through our order files, we found COMFORT had paid us nicely; hence we increased our space for '93. The number of replies received this year has been much larger than last, indicating that results will be fully, if not more, satisfactory than last season. ROUSE, HAZARD & CO., Cycles.—Peoria, Ill.

NEW YORK. Our advertisement in COMFORT has been exceptionally satisfactory. There is scarcely a periodical of prominence that we have not used (we know of none), and COMFORT heads the list. MARCHEL & SMITH PIANO CO.

NEW YORK. Our experience has been extensive, and we have tried nearly if not quite all of the best mediums in this country. We can say, without any hesitation whatever, that COMFORT ranks at the top. Our returns from our last contract were simply immense. —TYPEWRITER HEADQUARTERS, 45 Liberty Street.—Aug. 23, 1893.

ILL. In our advertising summary for 1892, showing results from some thirty-six hundred papers, COMFORT stands very high. Indeed, the cost per application being surprisingly low.—LYON & HEALY.—Chicago, Ill., Aug. 8, 1893.

We have completed our summary list for the past spring, and find COMFORT among the very best paying journals. KAYSER & ALLMAN, Paper Hangings, Window Shades, etc.—Phila., Pa., Aug. 7, 1893.

IOWA. I have obtained excellent, indeed *astounding*, results from my patronage of COMFORT. I often remark that "were there a hundred COMFORTS I would use them all." The renewals of my contract are the best praise I can give your valuable medium. C. N. NEWCOMB, Mfr. Carpet Looms and Weavers' Supplies.—Davenport, Iowa, Aug. 14, 1893.

ME. You struck it just right when you named your paper COMFORT. We certainly derive comfort from the large returns we receive from our advertising with you. We do not think there is any other paper or list of papers (at least, we can't find them) that will bring the same returns for money expended that COMFORT will. We now have a yearly contract with you and will gladly make it five years; for, while we began with you when your rates were fifteen cents a line, our advertising never paid us better than now, when it costs five dollars a line. A. SPEIRS, Mfr. Portable Force Pumps, Steam Cookers, etc.—North Windham, Me., July 24, 1893.

N. J. It gives us pleasure to state that the returns from our advertisement in COMFORT have been excellent. You may know this from the fact that we have placed with you a continuous advertisement. BEETHOVEN ORGAN CO.—Washington, N. J., Aug. 11, 1893.

WIS. We are pleased to acknowledge that our experience with COMFORT has been most satisfactory. It stands second on our list of over forty different publications. IMPERIAL BILT & SNAP CO.—Racine, Wis., Aug. 7, 1893.

D. C. I am so well pleased with returns from COMFORT that I desire to keep a standing advertisement. S. C. FITZGERALD, Patent Attorney.—Washington, D. C., July 23, 1893.

MICH. We have now been advertising in your publication for the past nine months, and upon looking over our records we find that we have been receiving a surprisingly large number of inquiries, and out of these inquiries we have succeeded in getting a good number of students to study law with us. It will interest you to know that our returns from COMFORT have been in every way satisfactory. THE SPRAGUE CORRESPONDENCE SCHOOL OF LAW.—Detroit, Mich., July 26, 1893.

OHIO. We have used COMFORT with success, and expect to use it again when we place our next line of business. THE WILBER H. MURRAY MFG. CO.—Cincinnati, Ohio, Aug. 5, 1893.

MASS. You are aware that we have recently renewed our contract with your paper. Allow us the pleasure of saying in this connection that with our experience of several years' advertising in COMFORT we have been entirely satisfied, and think we have had as good returns for our money as from any other medium we have used. THE PINLESS CLOTHES-LINE CO.—Worcester, Mass., Aug. 7, 1893.

N. Y. COMFORT "got right there" last season, as usual. Any one looking over our mail must agree with your claim: "If you put it in COMFORT, it pays." J. J. BELL, Seedsman.—Flowers, N. Y., Aug. 9, 1893.

**FIRST IN CIRCULATION—FIRST IN RETURNS
TO ADVERTISERS—FIRST IN THE HEARTS OF
THE MIGHTY MIDDLE CLASSES—COMFORT.**

Timely Advice.



To those about to contract for Fall and Winter advertising we say, do not make mistakes through carelessness in the selection of mediums. This is peculiarly a time when the closest discrimination must be exercised in regard to the quality of what you buy.

Various **industries** have recently suffered, certain **sections** more than others. The extent to which the circulations of newspapers have been thus affected must be taken into account.

We make a study of these conditions, and believe that the special knowledge thus derived would be of value to every general advertiser.

It is exercised in the interest of all our customers.

CORRESPONDENCE SOLICITED.

•
The Geo. P. Rowell Advertising Co.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.